

# OUR GREAT SEMI-ANNUAL CLEARANCE SALE!

BEGINS MONDAY, JULY 2ND, AT 8 A. M. SHARP.

## Panic Prices on Everything! NOTHING RESERVED.

EXTRA DELIVERY WAGONS  
EXTRA SALES PEOPLE,  
EXTRA WRAPPERS  
SECURED FOR THIS  
SALE TO GIVE PROMPT  
SERVICE.

*Heroic price cutting and reckless sacrificing of most desirable summer stocks will  
be the order of the day throughout this great clearance sale.*

*Every article in the entire establishment goes at or below cost and nothing is  
exempt. Our entire magnificent stocks in all departments scheduled to go at most  
sensational price sacrifices.*

GOODS SOLD FOR CASH  
ONLY IN THIS SALE.

NO APPROVALS.  
NO SAMPLES.  
NO EXCHANGES.

## FAREWELL TO ALL STYLISH UP-TO-DATE SUMMER STOCKS.

Can you afford to pass  
up offerings such as  
these?

All Dress Goods, Silks,  
Linings, Trimmings, Hos-  
iery, Gloves, Underwear,  
Handkerchiefs, Corsets,  
Laces, Embroideries, Rib-  
bons, Notions, Baby Bon-  
nets, Jewelry, Leather  
Goods, Umbrellas, etc.

### SACRIFICED

AT AND

### BELOW COST



Will You Let Oppor-  
tunities Like This Slip  
By?

All Domestics, Towels,  
Sheets, Cases, Flannels,  
Linens, Lace Curtains,  
Couch and Table Cov-  
ers, Coats, Waists, Suits,  
Skirts, And all Ladies'  
Misses' and Childrens'  
Ready-to-Wear Garments

### SACRIFICED

AT AND

### BELOW COST

## THE MOST STIRRING SACRIFICES OF THE ENTIRE YEAR.

*Will be found in this grand aggregation of high class merchandise picked from all the best markets and fashion centres of the world and now  
sacrificed to carry out this store's strict policy of new goods for each new season, nothing allowed to accumulate here, no goods carried over  
from one season to another, so out they go regardless of original cost.*

## THE PRICE-CUTTING WILL POSITIVELY OVERSHADOW ANY SIMILAR EVENT EVER WITNESSED IN SALT LAKE CITY.

*Dollars count for something in this world. Have you ever seen a dollar that wasn't worth saving? When you see the chance to make a  
dollar do the work of two dollars are you going to let the chance pass by unheeded? That's the opportunity now presented to you in this  
GREAT SEMI-ANNUAL CLEARANCE SALE.*

## BE ON HAND EARLY MONDAY AND JOIN IN THE BARGAIN FESTIVITIES.